

Blackwell reports 1 in 10 Brits admit to cheating at school

BLACKWELL

THE KNOWLEDGE RETAILER

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Industry: [Education](#)

Press Release Summary: Blackwell reveals 8-Million Brits watch film adaptations of classic books to pass exams

Press Release Body: New findings from **Blackwell** have revealed what teachers have suspected for years. 1 in ten Brits confess to watching film adaptations of classic novels instead of reading the original books. Londoners were exposed as the most underhanded, with 16% pulling the wool over teachers' eyes by watching Baz Luhrmann's *Romeo & Juliet* and BBC's *Pride and Prejudice*; and Northerners were revealed as most honest with 93% preferring to study the traditional way.

The research, by leading book retailer, [Blackwell](#), shows that in spite of some people taking the easy route to revision, the majority still favour a good read. Results mark the launch of a redesigned range of classic books by [Oxford World Classics](#), available exclusively at Blackwell stores until the end of April.

Phill Jamieson, Head of Marketing at Blackwell, commented: *"While there will always be those who choose alternative methods of studying, people still love reading classic books and many revisit them in their adulthood. We are delighted to be partnering with Oxford World Classics in bringing the great novels back to life and are inviting people to visit any of our 60 [Blackwell stores](#) to choose from over 700 classic titles on offer. There's something for everyone."*

Other findings from the **Blackwell** survey show:

Film or Fiction? – 67% of Brits are unaware that popular films such as *Ten Things I Hate About You*, *Clueless* and *Cruel Intentions* originated from [classic books](#).

Venus vs. Mars – 16% of women voted *Pride and Prejudice* as their favourite classic novel, whereas 9% of men chose *Frankenstein*, a story of guts and gore, as their best loved tale.

Life Imitates Art – despite 27% of adults admitting they do not read classic books, 'modern' British society is becoming a real-life take on fiction:

- 54% believe we are descending into Dickensian Britain with binge drinking on the rise
- 30% see the WAG culture of trying to find a rich husband, similar to Jane Austen books
- 47% think young adults suffer from Peter Pan syndrome, living at home, refusing to grow up
- 61% agree people today are overly concerned with looks and possessions like in the classic book, The Picture of Dorian Gray

Jamieson concluded: "*Classic books are timeless. You will find contemporary themes such as love, sex, murder, mystery and high octane drama in all the great novels, which is why they still to this day appeal to the masses through films and have parallels in our daily lives.*"

About

Blackwell

Blackwell is the leading academic bookseller in the UK with over 60 outlets across England, Scotland and Wales. It has built an international reputation for bookselling excellence with links to academic institutions and libraries around the globe and has continued to expand its UK base on high streets and in university campuses up and down the country.

In 1995, www.blackwell.co.uk became the first transactional [online bookstore](#) in the UK, giving people across the world access to over 150, 000 titles. In 1998, **Blackwell** opened its central London flagship store in Charing Cross Road, the book-lovers' Mecca. Since this time, two flagship stores, Broad Street and Charing Cross Road, have both won Chain Bookseller of the Year at the Nibbies, the annual British Book Awards.

Blackwell has now been trading for over 125 years from its world-famous flagship store at Broad Street in Oxford. Its staff continues to be renowned for their expertise, depth of knowledge and love of books since the first Blackwell shop opened its doors.

Web Site: <http://bookshop.blackwell.co.uk/jsp/welcome.jsp>

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